



CASE STUDY

Headquartered in the United States, this client is among the largest corporations in the world. Its business spans across the agricultural, energy, metal and many other industries. Initially a leading agricultural firm they have also become a major player in the metal and steel trading business. Today, they trade financial and physical products such as iron ore and steel in a variety of international markets.

Problem Definition

In early 2018, with the goal of managing their metal trading business through a single and effective platform, client started to source new ETRM/CTRM systems that were capable of managing their iron ore and steel business, for both a physical and financial trading.

Their trading and risk management activities were mainly supported by several tailored, commodity and product specific systems including custom spreadsheets that could not manage the entire trading cycle due to incompatibilities. When trying to reconcile across business units and departments their operations began to bottleneck.

While the standard and typical business scenarios were managed by the existing systems, the market-specific or organization-specific use cases required extraordinary measures. Creating those measures are costly for most ETRM/CTRM products on the market, in addition these measures frequently change, which incurs additional future costs. Without those measures, client needed to compromise which was getting in the way of productivity.

The client decided to look for a system that could handle all of their financial/physical trading and risk management activities for both iron ore and steel on a single platform. The system needed to be open and flexible enough for their end-users as well as their IT professionals to tweak in order to meet their ever-evolving business needs continuously and in a sustainable way.

Why Entrade

Flexibility has always been at the core of ENTRADE® effectively allowing it to transform itself to fulfill highly custom business requirements across many categories of commodities. On one hand, this truly makes it possible to have everyone use one system, with all of the required data and on the other hand, the majority of the special business scenarios in the clients metal and steel trading business could be handled effortlessly through simple configurations with minimum or zero development work. Because of the flexibility at its core that made configuration-based solutions possible, ENTRADE® was robust and resilient enough to meet the clients highly custom demands.

Client Experience

Customer service is of paramount importance to Enuit and by staying client-oriented, backed by a versatile and flexible product and talented team, we strive to provide the service at the highest level. The initial phase of the project was completed successfully after 7 months. ENTRADE® officially became one of the backbone solutions of the clients metal and steel trading business in July 2019. More importantly, the Enuit team has been humbly supporting them by continuously implementing new change requests and creating function/feature enhancements. Recognizing the quality of our service and product, and ultimately the value we added to their business, the client has since initiated several new projects and phases with Enuit.

All in one

Every commodity, every feature, and every user in one place. There's no Third Party or Legacy System to integrate. We call it One Platform